

NRSP1 Management Committee Call AGENDA

Date: 7/8/2021

Time: 1 pm ET, 12 pm CT

NRSP1 Management Committee Members
Paula Agudelo (Chair and AA), SAAESD Bret Hess (AA), WAAESD Jeff Jacobsen (lead AA), NCRA William Miller (AA), NERA
Chris Hamilton (NIMSS lead), NCRA Rick Rhodes, NERA Gary Thompson, SAAESD David Leibovitz, NERA Cindy Morley, SAAESD Alton Thompson, ARD Julie Estrada (NIMSS User), Purdue University Robin Williams (NIMSS User), Clemson University Lynn Khadiagala (PARS Office), NIFA Liaison Sara Delheimer (ESS Program Coordinator), Ex-officio Faith Peppers (NIFA Director of Communications), NIFA Liaison
Email list: nrsp1@escop.info Committee Page: http://escop.info/committee/nrsp-1-management-committee/

Attendees: Paula Agudelo, Jeff Jacobsen, Chris Hamilton, Rick Rhodes, Gary Thompson, David Leibovitz, Cindy Morley, Alton Thompson, Robin Williams, Sara Delheimer, Faith Peppers, Austen Calzadilla, Jason Eichelberger, Chris Hamilton

Call Agenda/Notes:

1. Roll call and Welcome – Paula, Chris: See attendees listed above.
2. NIMSS Report – Chris
 - a. Introduction of Jason and Austen, our Clemson NIMSS Team: Chris introduced the group to Jason and Austen, our NIMSS developers from Clemson. Jason and Austen then provided the group with more background on their roles and positions at Clemson. They also told the group that they will be hiring another developer soon to work with NIMSS. Jason has taken on more of a project management role, while Austen has taken over Jason's lead developer position for the project.
 - b. NIMSS Q2 Updates ([listed below](#))
 - c. NIMSS Plans for FY2022 to 2027 – Jason, Austen: Plans for the next cycle involve a lot of behind-the-scenes updates that will improve security and generally keep NIMSS up to date and compatible with current technology and servers. They also discussed options for better and more easily integrating NIMSS with other systems, making data easier to share back and forth.
3. MRF Impact Program - Sara

- a. Introduction of New Impact Program Student Hourly, Lea: Sara mentioned that Lea just started on the program and is an undergrad. Lea will be working with the program at least through the end of the fall semester. She is a journalism student at CSU.
 - b. Impact Program Q1 Update: See the Q2 Impact Reporting Update included at the end of this document.
4. NRSP1 Proposal Renewal Project Plan – Chris, Jeff: Chris described the Excel table created to keep track of NRSP1 renewal deliverables. All on the call were favorable of the plan.
5. [NIMSS Change Request Form](#) – Chris: Chris discussed the NIMSS change request form (below) shared with the group. Gary suggested the addition of some text to let users know that not all requests will be approved. The group was favorable with the use of this form, going forward. Chris would send it on when someone makes a major functional change request for NIMSS, then the completed form would be reviewed by the NRSP1 management team as a group and approved or disapproved following group discussion. Chris indicated that it would take the burden of approval/disapproval off her and allow for team input on the suggested NIMSS change.
6. Other Items, as needed: None identified.

NIMSS Q2 updates:

- Updated downloadable mid term review and NRSP peer review forms
- Fixed NIFA representative persistence on project updates
- Fixed validation for station updates
- Updated NERA link in the region offices directory
- Updated midterm review form validator
- Fixed appendix management and business plan comments
- Fixed the process of sending emails when creating a meeting for a project
- Added a warning message to the create meetings form for projects that do not contain an approved SAES report

NIMSS Change Request Form

Please complete this form and submit to christina.hamilton@wisc.edu. Major NIMSS change requests will be reviewed by the NRSP1 management committee prior to approval for implementation. Major requests requiring creation of a new or modified function must clearly show how it will benefit multiple users or stations and not have a simple, alternative solution. Please be aware that not all requests will be approved.

Requested by:	Date:
Station Affiliation:	
Briefly describe your role with NIMSS:	
Will implementing this change affect more than one station or user? (Y, N, Unsure):	
Describe Change Requested (attached screenshot for clarity, if possible):	
Reason for Change (briefly describe the issue and attach a screenshot, if possible):	
Impact of Change (describe how this change will benefit many users/stations):	
Other Comments/Justification for the Change:	



WE SHARE THE IMPACTS

Q2 | April 1- June 30, 2021

The Multistate Research Fund promotes agricultural innovation by providing federal funds to collaborative land-grant university research and Extension projects. We communicate the impacts and importance of these projects to the American people and give researchers and Extension specialists the skills and knowledge to share their science.

IMPACT STATEMENTS



6 Impact Statements produced
(S1066, NCERA197, NC1184, NE1501, NE1545, NC1187).



Faith and Sara introduced MRF Impacts to communicators during two NIFA Town Halls. Faith also shared new Impact Statements across NIFA and used material from Impact Statements and @MRFimpacts social media in various agency **talking points** and **presentations**.

NEWSLETTER

Our first issue for 2021 was released on April 6, 2021. 50% of our contacts opened the newsletter, 11% clicked on links (the latter is higher than usual, suggesting design tweaks improved link visibility and engagement). Our most recent issue was released on June 30, so we will share performance data next quarter.

WORKSHOPS



4 Impact Writing Workshops planned: NC170 (August), WERA102 (TBD), NE1640 (September), NC1180* (December). The Southern Region opted to do 2 workshops in 2022 to accommodate preferences of the selected projects (S1069, S1077). Faith and Sara will also lead an Impact Writing Workshop for Illinois AES/Extension** faculty.

**This project was selected randomly to receive "extra" workshop this year.*

***The University of Illinois will reimburse travel costs.*

TEAM

Lea Wolff will join the MRF Impacts team on July 1 as our new Social Media Manager. Lea is an undergraduate student in the Journalism and Technical Communication program at Colorado State University.

SOCIAL MEDIA

We shared Impact Statements and connected to events and conversations through social media posts. In Q2, we highlighted National Safety Month, Pollinator Week, National Dairy Month, National Hamburger Month, National Egg Month, Earth Day, and more.



243 likes **154** retweets/replies

217 clicks on links to view/read the Impact Statement

88 tweets

74,400 people received our tweets in their Twitter feeds or search results

These numbers are some of our highest ever for a single quarter!



65 posts on Facebook

1,064 saw these posts

182 people engaged



66 posts on Instagram

309 interactions

500 average accounts reached/month

WEBSITE

538 users

1:25 minutes/session

1.84 pages/session

1.41 sessions/user

CONTACT US

- mrfimpacts.org
- mrfimpacts@colostate.edu
- @MRFimpacts